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Spring 2-1-2017

JRNL 430.01: Print and Web Editing and Design

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print and web DESIGN

JRNL 430

M/W 9:40–11 a.m.

Spring 2017

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“ Good design is clear thinking made visible. Bad design is stupidity made visible. ”

EDWARD TUFTE professor emeritus of political science, computer science, statistics and graphic design, Yale University

COURSE OBJECTIVES

Journalism 430 introduces you to the skills and theory of layout and design for journalistic publications, with an emphasis on content. You will create designs for newspapers, magazines and the Web. You'll do this as you learn Adobe Illustrator and InDesign, and a CMS. You will also learn the basics principles of design, color theory and usage, typography, lexicon and layout skills. You also strengthen your editing and headline writing skills. *Bring your imagination.* This will be a fun journey.

LEARNING OUTCOMES

To develop the technical and creative layout skills needed to express your designs
To understand basic design principles & lexicon
To appreciate what good typography is and how to use it
To increase your numeracy skills
To create newspaper, magazine & Web pages
To produce designs for use in your portfolio
To expand your visual story-telling ability through design
To have a basic understanding of Adobe Illustrator, InDesign and CMS

SYSTEM FONTS

Use only fonts in our system, unless told to do otherwise. *If you use fonts outside the system without permission you will be assigned a grade of zero.*

METHODOLOGY & ASSIGNMENTS

There will be lectures and discussions. You will be expected to participate, to examine your work, the work of your classmates, and the work of contemporary newspaper, magazine and Web designers. You will design resumes, logos, posters, magazines and a website. There will be quizzes.

TEXTS

Adobe Online <https://helpx.adobe.com/indesign.html>
<https://helpx.adobe.com/illustrator/tutorials.html>
Anton, Kelly Kordes, Cruise, John, *Adobe InDesign CC Classroom in a Book* (2015 release), Adobe Press, August 2015.
Bringhurst, Robert, *The Elements of Typographic Style: Version 4.0: 20th Anniversary Edition*, Hartley and Marks Publishers; 4 Anv edition, 2013
Carter, Rob, et al, *Typographic Design: Form and Communication*, 6th Edition, Wiley, 2014.
Harrower, Tim, and Elman, Julie, *The Newspaper Designer's Handbook*, 7th Edition, McGraw-Hill, June 2012.
Johnson, Sammye and Prijatel, Patricia, *The Magazine from Cover to Cover*, Third Edition, Oxford University Press, 2012.
Lidwell, William, et al, *Universal Principles of Design, Revised and Updated*, 2nd Edition, Rockport Publishers, 2010.
Robbins, Jennifer N., *Learning Web Design, A Beginner's Guide to HTML, CSS, Javascript, and Web Graphics*, 4th Edition, O-Reilly Media, 2012.
Wood, Brian, *Adobe Illustrator CC Classroom in a Book* (2015 Release), Adobe Press, August 2015.

SUBMISSION OF ASSIGNMENTS

You must have an electronic copy stored by the specified time on the Professors server. All assignments are to be submitted to my folder, Keith Graham, which is inside the Professors server. There is a JRNL 430 folder inside my folder. Inside the JRNL 430 folder is a JRNL 430 drop box. Please place your assignments in the appropriate folder inside the drop box. Put your name on the top of the first page of each assignment.

Also, you must place a copy in your student folder. It is your responsibility to immediately back up every assignment you complete. Back it up on a flash drive or a hard drive. For each assignment, you need to title as follows: *Last name.title of assignment.idd*. For example: *Graham.resume.idd*.

Always put your last name before assignment title. Also include a PDF for each assignment. Details to come in class.

Do not use color in assignments unless told to do so. If you use color on an assignment not calling for its use, you will lose one letter grade on that assignment.

ACADEMIC HONESTY

Important: It is expected that you will turn in new work for each assignment in this class.

It is also expected that all work done in this class on design exercises, quizzes, etc. will be your own and will be created during this semester.

Any act of academic dishonesty will result in, at the least, a zero on that particular assignment and possibly referral to the proper university authorities for disciplinary action.

Understand that you may, therefore, be assigned an F as your final grade in this class if you are caught cheating.

Students must be familiar with the conduct code. Please visit http://www.umd.edu/vpsa/policies/student_conduct.php

PROFESSIONALISM & ATTENDANCE

JRNL 430 seeks to create a professional environment. That means, among other things, that we respect each of our colleagues.

Ninety percent of what you do in the day-to-day professional world is how you deal with people. Your attitude in the classroom and to each other is vitally important.

It also means missing a class is like missing a day of work. I expect you to show up on time and show up prepared. If we start class with a quiz or an exercise and you come in late, you will not get a chance to make up the work.

If you know you are going to miss class or be late, you must notify me in advance. An "excused absence" generally involves personal or family illnesses or emergencies. Your attendance will be graded. Regular and timely attendance is crucial in this class, and you are expected to participate in critiques. If you are late, you will be considered absent.

Some of the information covered in class will not be provided in the texts. You will be responsible for material covered in your absence, and your assignments will still be due at their scheduled times.

DEADLINES

Assignments must be handed in on time. A late assignment will be deducted one letter grade per day. A late assignment is one that is turned in after the time it is due. Please understand the importance of this.

AFTER HOURS ACCESS

All professional journalism students should have after hours access to Don Anderson Hall.

If you do not please check online at <http://jour.umd.edu/undergraduate/support/After%20Hours%20Access.php>

A door code will be assigned and provided to you via email. Codes will remain active until the last day of the semester.

PLAGIARISM

As defined by "The University of Montana Student Conduct Code" plagiarism is "Representing another person's words, ideas, data, or materials as one's own." This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

GRADUATE STUDENTS

You will report on the design philosophy of an online publication. You will turn in a written report of at least three typed pages. Use the publication to demonstrate its design philosophy. The written portion is due April 27 at 8 am. Details will be discussed during the first or second week of class. The report will be worth 50 points.

RESUBMISSIONS

You may resubmit the Tabloid front page design. Must be a completely different design using different materials. You will be assigned the higher score. Due April 1 at 11:59 pm. Must email professor that you have resubmitted the assignment.

STUDENTS WITH DISABILITIES

If you have a disability that you feel affects your performance in this class, please come see me and we'll seek a reasonable accommodation. Please see <http://www.umt.edu/dss/Students/default.php>

QUIZZES

You can expect quizzes almost every week. Each quiz is worth 10 points unless otherwise noted. Read the assigned material.

GRADING CRITERIA

Remember, the main objective of this class is learning. If you are learning, the grades will come. Each assignment is graded on content, on how effectively your design is in communicating that content, your use of typography, color and photography/graphics, illustrations, writing effective headlines and captions and the freshness of your vision.

grades

30 points	Quiz 1, 2, 3
25	Personal logo
25	Kaimin logos
25	AEJMC logo
25	T-Shirt
25	Resume
25	Dean Stone Program Cover
25	Kaimin front
25	Book Cover
50	Magazine Project
25	Poster
50	Infographic
25	Web banner, logo, nav bar
50	Web design project
30	Class attendance

460 points TOTAL

GRADING SCALE

A	93 to 100%
A-	90 to 92%
B+	88 to 89%
B	83 to 87%
B-	80 to 82%
C+	78 to 79%
C	73 to 77%
C-	70 to 72%
D+	68 to 69%
D	63 to 67%
D-	60 to 62%
F	59% and below

CLASS SCHEDULE

This is an outline. We will review the schedule throughout the semester.

CLASS TOPICS

ASSIGNMENTS

WEEK 1 **Review Syllabus, Lexicon, Measurements, Effective design**

Jan. 23

Review syllabus
Importance of Design
Graduate assignments
Lexicon of design
Intro to Four basic design elements

Jan. 25

Quiz on lexicon, 4 basic elements, Syllabus
Typography
More on Four basic design elements

Quiz 1

Measurements
Lexicon
Syllabus
Four Elements

WEEK 2 **Typography, Color, Design Principles**

Jan. 30

Typography & intro to Color Theory

Need Montana landscape/scenic photos.
Place in J430 folder. Inside is a folder labeled *Drop your Montana landscape photos*

Feb. 1

Quiz
Color Theory
Design Principles & Page Design

Quiz 2

Typography

Class topics

Readings

Assignments

WEEK 3 **Intro to Adobe Illustrator**

Feb. 6 Intro to Illustrator
preferences, setup, tools,
menus, fonts, panels, shortcuts

Feb. 8 Quiz
More illustrator
more panels, drawing, tracing
Basics of logo design

Quiz 3

Headlines, Cutlines, text, Color basics

WEEK 4 **Adobe Illustrator**

Feb. 13 Critique logos
Review Quiz 3
More Illustrator

Illustrator Your logo

Create one personal logo using Illustrator only

Feb. 15 More Illustrator

Intro to Infographics

Illustrator Kaimin logo

Two color logos

Place your current resume in your student folder. If you do not have one, create a one-page resume in any word processor software.

	Class topics	Readings	Assignments
WEEK 5	Illustrator & InDesign, Logos		
Feb. 20	NO CLASS _holiday		
Feb. 22	<p>Critique AEJMC logos</p> <p>T-Shirt design</p> <p>Intro to InDesign <i>preferences, setup, tools, menus, fonts, panels, shortcuts</i></p> <p>Building your Resume in InDesign</p>		<p>Illustrator AEJMC logo logo for national conference</p>
<hr/>			
WEEK 6	More with InDesign, Page design		
Feb. 27	<p>Critique T-shirts</p> <p>More on InDesign</p>		<p>Illustrator T-Shirt for local store</p>
Mar. 1	<p>Critique Resumes</p> <p>Spot Color in InDesign</p> <p>Dean Stone Cover discussion</p> <p>More InDesign instruction</p>		<p>Resume using InDesign A one-page resume.</p>

	Class topics	Readings	Assignments
WEEK 7	Kaimin designs, Spot Color, Dean Stone Program		
Mar. 6	More InDesign instruction		
Mar. 8	Critique Dean Stone cover design History of U.S. Newspapers Tabloids Modular Design Page Design principles		Dean Stone_ InDesign Dean Stone Program cover <i>spot color only</i>
<hr/>			
WEEK 8	More InDesign, Tabloid Page Design		
Mar. 13	Modular Design Page Design principles More InDesign Instruction		CMS CMS you will use for web project.
Mar. 15	Critique Kaimin Front Pages Creating a book cover		Tabloid_InDesign Montana Kaimin front page
<hr/>			
WEEK 9	Spring Break		
Mar. 20	NO CLASS		
Mar. 22	NO CLASS		
<hr/>			
WEEK 10	Magazine design		
Mar. 27	Critique Book Cover assignment Intro to Magazine project Magazine Covers		BOOK COVER InDesign design a cover.
Mar. 29	Magazine: Table of Contents, Spreads, Single Pages		

Class topics**Readings****Assignments****WEEK 11 Magazine Project****April 3** Magazine Project**April 5** Critique Magazine Projects**Magazine**
Magazine project

WEEK 12 Poster Design, Infographics**April 10** Poster Design**April 12** Infographics

WEEK 13 Poster Design, Infographics**April 17** Infographics 2
Critique Posters**Poster**
Movie or Music**April 19** Critique Infographic**Infographic**
Your project is due

Class topics**Readings****Assignments****WEEK 14 Web Design**

April 24 Website design: home page, logo, banner, navigation

April 26 Website design: home page, logo, banner, navigation

WEEK 15 Evaluations, Feedback, Web Design Project

May 1 Evaluations, Feedback
Critique banner & logo & nav bar

Logo & banner & nav bar
dominant photo or graphic
& nav bar for web page

May 3 Review progress on Website

WEEK 16 FINAL EXAM

MON. MAY 8 Final Exam
8 am to 10 am final project due Sun. May 7 @ midnight.
We will critique projects during our final
exam class time on Monday. If you are
absent on the final exam period your
project will be assigned a loss of 20%.

WEB DESIGN PROJECT